



ATLANTA, DECEMBER 3-6, 2025

PRE-CONFERENCE WORKSHOPS

All Workshops take place on Wednesday, December 3rd

New to Working with Recruitment Agents? Where do Agents fit Within Your Recruitment Strategy?

This 2-part workshop covers the basics of working with educational agencies, including best practices in agency engagement, how institutions can best train their agency partners on programs and policies, how agencies work for you in recruiting students and more.

Workshop Faculty:

Valeriana Daily, Owner & Founder, GTEN Global

Steven Hales, Dean of International Education, Contra Costa Community College District

Emily Kirsch, Director of International Relations and Partnerships, UC Berkeley Extension

Cori Nevers, President, University Study

9:00am - 4:30pm
Lunch Included

\$300

Exploring Third-Party Business Models for International Student Recruitment

This half day workshop provides an in-depth look at the diverse third-party business models that support international student recruitment and enrollment. Attendees will gain insights into a wide range of organization types, agency types, in-country reps, fair organizers, marketers, chat platforms, credential evaluators, English tests, and more. Discover how to identify, evaluate, and connect with the right partners to enhance your institution's recruitment strategy and ensure the best fit for your needs.

Workshop Faculty:

Bryan Gross, Dean of Enrollment and Marketing, Brewster Academy

Ben Waxman, CEO, Intead

1:00 - 4:00 pm
Lunch is included before workshop begins.

\$150

SEM Core Concepts: Leading Toward Learner Success and Campus Enrollment Health

University and college leaders express that they are too busy to develop a SEM plan; that they are planning fatigued and cannot take on another initiative; that their incoming class is full so why bother with developing a SEM plan; or that they already created a SEM plan and it simply sat on the shelf and made little to no impact on their campus. This interactive session will explore misconceptions about SEM planning, and will provide actionable steps for implementing and sustaining SEM planning.

Workshop Faculty:

Melanie Gottlieb, Executive Director, AACRAO

Tammy Aagard, Managing Consultant for AACRAO Consulting

1:00 - 4:00 pm
Lunch is included before workshop begins

\$150